

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR8000 MAIN STREET
WILLIAMSVILLE, NY 14321
(716) 834-4170
FAX (716) 834-3146

May 19, 1998

RJR Account #761406

Mr. J. Beltrami
KLEIN CANDY**JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800760**

Dear John:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 480 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (Note: This is not 'pre-sleeved' product.) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
16	Winston Box	12300-25379
32	Winston Light Box	12300-25380
16	Winston Ultra Lt Box	12300-25381

Product PO # 15270

Product / Premium Arrival:

Rhonda
June 29, 1998

Ship Date to Retail:

Week of: July 13, 1998

Displays (Item #542810)

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Cartons
<u>EFT \$ Amount:</u>	\$16,967.51

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2_PKS